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**COVER SHEET**

**2010 U.S. Forest Service  
National Urban and Community Forestry Challenge Cost-Share Grant Program**

**Proposals are due by 11:59 PM Eastern Standard Time, December 15, 2010**

**INNOVATION GRANT CATEGORY:**

(Estimated total amount available is \$900,000, \$225,000 per category)

(Select only one)

- ENERGY AND URBAN FORESTS**
- CLIMATE CHANGE AND URBAN FORESTS**
- PUBLIC HEALTH AND URBAN FORESTS**
- GREEN INFRASTRUCTURE ASSESSEMENT**

**PROJECT CONTACT NAME, ORGANIZATION, ADDRESS, PHONE NUMBER, FAX  
NUMBER AND EMAIL ADDRESS:**

William Hubbard  
The University of Georgia  
Southern Regional Extension Forestry  
4-402 Forest Resources Bldg.  
Athens, GA 30602  
Voice - 706-542-7813 Fax - 706-542-3342  
whubbard@uga.edu

**PROJECT TITLE:**

Energy Conservation & Urban Forests eXtension Community of Practice

**FUNDING REQUEST AND MATCH (Note: Matching amount must at a minimum equal requested amount.)**

**REQUESTED: \$ 167,000 + MATCHING: \$ 167,000 = TOTAL PROJECT: \$ 334,000**

**OUTREACH:**

Note: if one checks "Yes" in either of the boxes below, the applicant will be required to describe either how the plan to outreach to the identified population and/or provide a description of your minority or underserved organization.

Is this project being developed to reach a minority or underserved population? \_\_\_ Yes X No

Is this pre-proposal being submitted by a minority or underserved population (owned/operated/directed) business, organization or college/university? \_\_\_ Yes X No

**PROJECT PARTNERS:**

NAME Eric Taylor LETTER OF SUPPORT INCLUDED: YES ~~NO~~  
NAME OF ORGANIZATION: Texas A&M University

MAILING ADDRESS 1: Texas Agrilife Research & Extension Center

MAILING ADDRESS 2: 1710 FM 3053

CITY: Overton STATE: TX ZIP CODE: 75684

PHONE NO. 903-834-6191 CELL PHONE (OPTIONAL)

FAX NO. \_\_\_\_\_ E-MAIL eric-taylor@tamu.edu

#####

NAME Keith Belli LETTER OF SUPPORT INCLUDED: YES ~~NO~~  
NAME OF ORGANIZATION: University of Tennessee

MAILING ADDRESS 1: 274 Ellington Plant Sciences Bldg.

MAILING ADDRESS 2:

CITY: Knoxville STATE: TN ZIP CODE: 37996

PHONE NO. 865-974-4714 CELL PHONE (OPTIONAL)

FAX NO. \_\_\_\_\_ E-MAIL kbelli@utk.edu

#####

NAME Adam Downing LETTER OF SUPPORT INCLUDED: YES ~~NO~~  
NAME OF ORGANIZATION: Virginia Tech

MAILING ADDRESS 1: Northern District Natural Resources Extension Program

MAILING ADDRESS 2: P.O. Box 10

CITY: Madison STATE: VA ZIP CODE: 22727

PHONE NO. 540-948-6881 CELL PHONE (OPTIONAL)

**ABSTRACT:** Summarize the proposed project in 200 words or less.

The purpose of this project is to develop a national online resource geared toward developers, businesses, communities, planners, homeowners, and the general public focused on the role urban forests play in energy conservation. Studies show that appropriately placed and cared for urban trees and forests improve air quality, increase property values, conserve energy, and promote community development. The general public, businesses, developers, and many communities continue to have little understanding of or access to information related to the role urban trees and forests can play in conserving energy. This internet resource will utilize a nationally recognized and supported electronic delivery system called "extension". extension is a partnership supported by the USDA, land grant universities, and key public and private groups from across the nation. Content will be developed by an Energy Conservation and Urban Forests Community of Practice, and include but are not limited to fact sheets, literature and study synopses in a peer reviewed "Wiki" format, links to tolls and technologies such as CityGreen and i-Tree based systems, live and archived webinars, Frequently Asked Questions (FAQs), online training, and access to experts within the energy conservation and urban forestry arenas.

**PROPOSAL OUTLINE:** (The Innovation proposal is not to be more than 10 single spaced pages.) Please make sure each page is numbered and has the project title.

- 1. Category Application**
- 2. Scope and Applicability/Justification- Proposal objectives:**
- 3. Literature Review: (Appendix and cited in narrative where applicable)**
- 4. Organization/Methodology:**
- 5. Product:**
- 6. Collaboration:**
- 7. National Distribution/Technology Transfer of Your Findings:**
- 8. Project Evaluation:**
- 9. Experience/Personnel/Adequacy of Resources: (Appendix)**
- 10. Budget and Funding (Appendix)**

**Attachments for Appendix:**

**SF 424, SF 424 (a) and SF 424 (b) (Make sure DUNS number is on SF424 form)**  
**A copy of indirect cost rate or negotiated rate with cognizant Federal agency**  
**List of Literature reviewed and cited. Make sure narrative statements based on the literature review is cited**  
**Letters of Partnership from Partners**  
**Letters of Support from Stakeholders**



December 15, 2009

Nancy Stremple,  
Executive Staff to NUCFAC  
USDA Forest Service  
Sidney Yates Building (1- Central)  
201 14<sup>th</sup> Street S.W., MS-1151  
Washington, DC 20250-1151

Dear Ms. Stremple:

This is to inform you that Southern Regional Extension Forestry and University of Georgia, in partnership with Texas A&M University, University of Tennessee, Oregon State University, World Resources Institute, the Southern Company and several others, intend to submit a pre-proposal for the National Urban and Community Forestry Cost-Share Challenge Grant Program under the Innovation Grant Category: Energy Conservation and Urban Forests.

Trees and forests in urban environments have proven environmental economic, and societal benefits. Studies show that appropriately placed and cared for urban trees and forests improve air quality, increase property values, conserve energy, and promote community development. Unfortunately, the general public, businesses, developers, and many communities continue to have little understanding of or access to information related to the role urban trees and forests can play in conserving energy. As such, they continue to implement policies and practices that not only fail to promote the maintenance and enhancement of community forests, but which are often destructive to urban forests. The purpose of this project is to develop an easily accessible nationwide online, interactive, and educational Internet resource focused on the role urban forests play in energy conservation specifically geared towards the groups previously mentioned.

This Internet resource will utilize a nationally recognized and supported electronic delivery system called "eXtension". eXtension is a partnership supported by the USDA and land grant Universities across the nation. Content will be developed by an Energy Conservation and Urban Forests Community of Practice and include but are not limited to fact sheets, literature and study synopses in a peer-reviewed "Wiki" format, links to tools and technologies such as CityGreen® and i-Tree based systems, live and archived webinars, Frequently Asked Questions (FAQs), online training, and access to experts within the energy conservation and urban forestry arenas. Technology transfer is the essence of this project.

Project impacts will largely be evaluated using the Logic Model, a learning, evaluation, and management tool that describes and depicts what the program is and what the program will do. We will use eXtension's comprehensive website analytics capabilities to measure, track, and analyze site traffic and product downloads, and we will collect and measure qualitative data using a web-based data collection process involving surveys and interviews with our clientele.

We are estimating the cost of the project to be \$167,000.00.



## **1. Category Application: Energy Conservation and Urban Forests**

Energy issues are at a critical crossroads in this country today. The last several federal administrations have attempted to address these issues through legislation such as renewable energy standards, cap and trade systems, grants for alternative energy supply, and taxes, fines, and incentives for energy conservation. The private sector too has undertaken initiatives; “green” or otherwise to address this issue. Power and energy companies, the homebuilding and planning community and many other groups have launched very public programs with the purpose of influencing American’s use of fuel and power. While much interest has been focused on the production of alternative supplies for energy, there exists a tremendous potential to reduce our demand and use of energy by implementing holistic energy conservation practices. Among these energy conservation practices are the inclusion of urban forestry best management practices when planning communities, building homes and businesses, designing public access places, and even “retrofitting” current infrastructure.

Trees and forests in urban environments have proven environmental economic and societal benefits relating to energy conservation and savings. Studies have shown that appropriately placed and cared for urban trees and forests not only improve air quality, increase property values and promote community development but they can provide for reduced energy demands and needs as well (McPherson and Rowntree, 1993). As concerns surrounding climate change, energy security and supply, and air pollution continue to grow it becomes increasingly critical to provide a new way to deliver research, case study, modeling and other results to numerous key groups. A new way, because, while efforts have been undertaken over the last several decades there has not been the lasting impact that leads to transformational learning and desirable behavior change by these communities.

The purpose of this project is to develop an innovative, interactive, and educational Internet resource available for audiences across the country. Far more than a web site, we are proposing the creation of a community of expertise: a forum in which non-traditional partners can meet, pool resources, exchange ideas, facts and training materials. This resource will help businesses, developers, communities and the broader public understand the vital role trees can play in reducing energy demand and the resultant economic and environmental benefits. The innovative Internet structure we propose and outline below will bring together diverse parties, producing unanticipated synergies, suggest and create new resources. It will also provide a national forum that will allow for the generation of locally vital information. The tool we propose to use, ‘eXtension’ has been developed with the support of the United States Department of Agriculture, the 1862 and 1890 Land Grant Extension System, and key public and private partners. eXtension is a partnership that includes topic area experts, Internet Technology professionals and marketing personnel from both within the Land Grant System and beyond.

## **2. Scope and Applicability/Justification—Proposal Objectives**

Through the National Urban and Community Forestry Challenge Cost-share Grant Program: Urban Forests Innovation Grants Opportunity, we propose to develop an eXtension Community of Practice called Energy Conservation and Urban Forests. The objectives of the Energy Conservation and Urban Forests eXtension Community of Practice are to:

- Interactively help meet the knowledge needs of the Energy Conservation and Urban Forests Community of Interest (businesses, developers, communities, and the general public).
- Promote the economic, environmental, and societal benefits of energy savings and conservation through urban tree and forest management and care.
- Provide stewardship of the available knowledge in Energy Conservation and Urban Forests.
- Develop, using best practices, innovative, interactive educational products and programs.
- Be at the forefront of innovation in terms of content-area knowledge and delivery.

Fortunately, we do not have to create or ask for support for the Internet resources needed to develop customer-centered, effective, interactive on-line educational products and programs.

A dynamic educational tool has been created to deliver topic-oriented material such as that proposed in this project using the best possible sources from land-grant university experts and other subject matter specialists such as state urban forestry coordinators, energy and building experts, private firms and others from across the United States. The site, eXtension ([www.extension.org](http://www.extension.org)) connects knowledge consumers with knowledge providers - experts who know their subject matter intimately. In the spirit of cooperation and strength in sharing resources, eXtension serves as a national complement to the work of these various groups nationwide. The strength of eXtension comes from its nationally shared knowledge base that can be localized so that every customer will have access to the best information possible.

eXtension is unlike any other search engine or information-based website. It is a space where university and professional content providers can gather and produce new peer-reviewed educational and information resources on wide-ranging topics. eXtension is designed to solve real-life problems in real time. Currently logging over a million “hits” a month, the popularity of the website with the public continues to grow. eXtension is much more than a storage bank of data. It's a space promoting synergy and creativity.

eXtension has transformed the way the Cooperative Extension System and its partners nationwide develop and distribute educational programs and products. It involves a new way of working for employees as programs and products are developed by virtual teams of content specialists and support professionals (Communities of Practice or CoPs) constantly interacting with the clientele served (Communities of Interest or CoIs). These educational products and programs evolve over time as needed, remaining current and based upon the latest research-based information available.

Today, eXtension houses little to no information on urban forestry management and energy conservation and the cross fertilization of data, ideas and teaching resources highlighting urban forests and energy conservation does not exist. There does exist home energy conservation materials, however, there is currently no information concerning the importance and impact of urban vegetation on conservation and savings. The vehicle for the creation of this body of online knowledge within eXtension is a “Community of Practice.”



### **3. Literature Review**

Research has demonstrated the ability of strategic tree plantings to reduce the demand for energy consumption. A significant body of scientific literature has been developed and dates as far back as the 1940's with research on shelterbelt plantings and their effect on home heating (Bates, 1945). As the energy crisis spiked in the 1970's and continued to be of concern in the 1980's additional research on tree planting and urban vegetation and their impacts on energy conservation was undertaken (Akbari, Bretz, Kurn, & Hanford, 1997). A summary of these research studies in the 1970's and 1980's shows that energy savings through appropriate tree (Moll & Ebenreck, 1989) planting and care around the home can be as high as 25% (Heisler, 1986). In the 1990's and into the 2000's, energy conservation and savings continued to be of importance and interest with the added element of the environment and energy security. The potential negative environmental impacts of building additional power plants has been added to the equation in the last two decades, and studies such as those done in Chicago, Arizona, California and Florida included not only cost savings, but positive impacts on the environment from tree planting to reduce the heat island effect and individual home and business energy use (McPherson & Simpson, 2003). Today's energy needs are skyrocketing and efforts to produce energy through alternate and renewable sources such as wind, solar and biomass are still in the early stages. Until these sources are proven and economical, it is logical to undertake efforts that reduce our demand for current energy sources.

Other areas of energy saving research include for example, the impact of urban tree plantings on streets and parking lots. In 1996 for example, American Forests utilized their GIS modeling software to calculate environmental benefits from cooling parking lots in metro Atlanta, Georgia. Energy savings from cooler parked cars were calculated and used to convince the mayor's office to enforce parking lot tree ordinances (Bansley, 1996).

Unfortunately the general public, businesses, developers, and many communities have little understanding of the role urban trees and forests can play in reducing energy demand. As a result, they continue to implement policies and practices that not only fail to promote the maintenance and enhancement of community forests, but which are often destructive to urban forests. Energy conservation through proper urban tree and forest management needs to be a component of not just the home building plan, but a comprehensive plan as well (Miller, 1996).

Even businesses, developers and the general public who have an understanding of the role of urban trees in energy conservation must scour the web to pull together the few on-line resources available to guide them in the complex decision making processes associated with the field. Recommendations and potential benefits vary with geography and climate and the 'facts' may appear to conflict as a result.

The use of eXtension and the creation of Communities of Practice and Communities of Interest has proven fruitful in many areas. The term "Community of Practice"(CoP) initially coined by Wenger (1998) is defined as "a network of people who share a common interest in a specific area of Knowledge and are willing to work and learn together over a period of time to develop and share that knowledge." Private sector and non-profit organizations have long since recognized the value of creating CoPs. eXtension provides an easy-to-use framework to move these



communities on-line. To date, there are 39 active CoPs in eXtension covering topics ranging from horse care, to cotton, to financial security. The theoretical aspects of this approach have been elucidated in the literature (Sobrero, 2008) and the approach has proven successful (Pankow and O'Neil, 2008). Advantages and difficulties with the approach have been discussed (Sellers et al., 2009). We believe that the topic Energy Conservation and Urban Forests, with its focused yet very diverse constituents and associated knowledge (ranging from the theoretical to practical) will make an ideal topic for the creation of a dynamic and productive CoP.

#### **4. Organization and Methodology**

The principal investigators propose to work within the framework provided by eXtension, to develop an Energy Conservation and Urban Forests eXtension Community of Practice.

*Proposed Community of Practice-* The Energy Conservation and Urban Forests CoP will be a virtual network of university faculty, professional and para-professional staff, county educators, industry experts, and government agency representatives who share knowledge or competence in urban forestry, energy, and conservation. They will be willing to work and learn together over a period of time to further develop and share their knowledge in forms of educational products and programs and electronic interactions with their Community of Interest (please see explanation below). Specific functions of the CoP will include:

- Interactively helping meet the knowledge needs of Energy Conservation and Urban Forests CoI.
- Stewardship of the available knowledge for the Energy Conservation and Urban Forests content.
- Best practice development of educational products and programs.
- Innovation in content-area knowledge and delivery.

The Energy Conservation and Urban Forests CoP will regularly interact with its CoI by doing online needs assessments and through eXtension mechanisms like "Ask an Expert", which is an interactive service provided by eXtension and members of the CoP that seeks to answer incoming customer questions within 48 hours of entry into the system. These feedback mechanisms allow for the constant improvement of product offerings by the CoP to satisfy CoI needs over time.

*Proposed Community of Interest-* The Energy Conservation and Urban Forests CoP's proposed Community of Interest will be businesses, developers, communities, and the general public because these clientele groups continue to have little understanding of the role urban trees can play in reducing energy demand. As a result, they often implement policies and practices that not only fail to promote the maintenance and enhancement of community forests, but which are often destructive to urban forests. For the businesses, developers, communities, and the general public who do have an understanding of the role of urban trees in energy conservation, access to research-based knowledge and resources is limited. They must scour the web to pull together the few on-line resources available to guide them in the complex decision making processes associated with the field. This CoP will uniquely target this group and provide an easily accessible, central site for research-based, state-of-the-art knowledge related to urban forests and energy conservation.

*Plan for becoming eXtension Certified-* In the first stage of this project, the project PIs and project manager will work to develop a Core Leadership Team (CLT) for the Energy Conservation and Urban Forests Community of Practice (CoP). This team will be comprised of members from across the U.S. representing universities, NGOs, industry, and government. The Energy Conservation and Urban Forests CLT will meet initially via the web to initiate the process of becoming “eXtension Certified”. The CLT and CoP members will accept the eXtension mission, vision, values, goals and guiding principles as well as the rules guiding intellectual property and contributor license agreements. The CoP will operate in accordance with the eXtension Foundation Contributor and Business Agreements, Terms of Use, especially as it pertains to dissemination of content on the eXtension content management and publishing system.

The Energy Conservation and Urban Forests CoP will develop a General Operating Plan that includes operational policies and procedures, team membership roles and responsibilities, leadership plans, etc and outlines how and when leadership members will complete the eXtension Leadership Workshop curriculum; The CoP will keep abreast of the current and ongoing market needs through regular assessment of the CoP’s Community of Interest (target audiences). The CoP will document these needs and establish priorities for content development. As required by eXtension, the Energy Conservation and Urban Forests CoP will develop a three-year general plan for eXtension product deliverables which includes an Annual Scope of Work Contract, plans for long-term CoP sustainability, and plans for recruiting and engaging new CoP members.

*Curriculum Outline and Content Development-* The Energy Conservation and Urban Forests curriculum will mirror existing curriculum. It will also include new curriculum identified during needs assessments carried out early on in the project’s tenure. The CoP will use or adapt existing content with permission where possible and appropriate. We will also link directly to materials created by the Wood Energy CoP, the Home Energy CoP, and the Sustainable Agriculture Energy CoP where possible and appropriate. Information from complimentary websites such as <http://www.urbanforestrysouth>, <http://www.itreetools.org>, and <http://www.americanforests.org/productsandpubs/citygreen/> will also be incorporated as well as web-based information from the “green efforts” of the planning, homebuilding and energy conservation communities (see for example: <http://www.nahbgreen.org/>, and <http://www.planning.org/apaatag lance/greenteam/index.htm>)

All new content will be developed by CoP members.

#### *Proposed Timeline*

September 2010- Establish CoP Team Leadership and start soliciting for general CoP Members

October 2010-Hold first Leadership Team Web Meeting

October 2010 through project duration-Content and Product Development

October 2010-2010 National eXtension CoP Conference

November 2010-Hold first CoP Members General Meeting

January 2011-CoP 1<sup>st</sup> Team Leadership Face-to-Face Meeting

October 2011-2011 National eXtension CoP Conference

January 2012-CoP 2<sup>nd</sup> Team Leadership Face-to-Face Meeting  
March 2012-Certification (18 months out)  
August 2012-Launch (24 months out)

## **5. Products**

*Short and Medium-term Products-* These are products that will be developed with funds provided by the National Urban and Community Forestry Challenge Cost-share Grant Program: Urban Forests Innovation Grants Opportunity.

**Website-**The public website will contain a comprehensive (approximately 250 pages, as required by eXtension) set of peer-reviewed educational resources developed by the CoP for businesses, developers, communities, and the general public. Resources include fact sheets summarizing important points, strategies and information, online, interactive learning modules, case studies, news articles, a calendar of events, and access to interactive learning environments such as webinars and chat sessions.

**A Comprehensive set of FAQs-** At a minimum, the CoP will develop 100 Frequently Asked Questions (as required by extension) relating to Energy Conservation and Urban Forests. This will grow as the CoP and CoI grow.

**Ask an Expert-** Ask an expert is an interactive service provided by eXtension. The Energy Conservation and Urban Forests CoP will have “experts on call” to answer incoming questions about energy conservation and urban forests. It is the goal of eXtension to have all incoming questions answered within 48 hours of entry into the system.

**Comprehensive Digital Photo Library of Best Practices** – Digital imagery makes it possible to see sustainable development in action. The principal investigators propose to work with Cooperative Extension Service agents, volunteers and others in the state of Georgia and other states to capture images of energy conservation through urban tree planting and urban forestry. This is will be accomplished via the use of several inexpensive digital cameras. These photos will be captured and catalogued for easy access and viewing and will be made available at several different resolutions. They will also be made available for educators to use in training or other venues.

*Long-term Proposed Products-* These are products that are outside of this project’s scope of work, but that will likely come online as the Energy Conservation and Urban Forests Community of Practice develops and grows over time.

**Webinars-**Through technological services provided by eXtension, the Energy Conservation and Urban Forests Community of Practice will use Adobe Connect to hold webinars (online seminars) on relevant and timely topics related specifically to the needs of our Community of Interest.

**Monthly Chats-** Through technological services provided by eXtension, the Energy Conservation and Urban Forests Community of Practice will hold monthly chat sessions for its Community of Interest. This will be an opportunity for businesses, developers,



communities, and the general public to interact directly with CoP experts. These sessions will allow member of the CoI to have their questions answered in real time. It will also help the CoP generate additional “Frequently Asked Questions” to add to the larger eXtension database.

**Online Learning Modules-** The Energy Conservation and Urban Forests Community of Practice will provide online courses using Moodle, a software package for producing Internet-based courses and websites. Moodle is an open-source, global development project designed to support a social constructionist framework of education. Moodle and Moodle help is supported and provided by eXtension.

**Web 2.0 (Social Media)-** The Energy Conservation and Urban Forests Community of Practice will interact with a certain segment of their Community of Interest through the use of social media. Social media is an emerging form of media (or in this case, education-based knowledge) designed to be disseminated through social interaction rather than by the more traditional method of broadcasting. Some forms of social media we might use will be Facebook, Twitter, and Google Knol.

## **6. Collaboration**

The principal investigators have contacted and asked for the assistance of several national partners and organizations including the National Home Builders Association, the World Resources Institute, the Southern Company, a large, regional power company, Land-Grant partners, state forestry agencies and several others. These partner organizations, agencies and institutions will help to provide a national scope. In addition, the Community of Practice and Community of Interest organization of eXtension assures that these partnerships will be national in scope, and built for long-term capacity. Several letters of support have been provided and are listed in the Appendix.

## **7. National Distribution and Technology Transfer**

*Communications and Product Distribution Plan-* The core of the project’s communications and product distribution plan lies in ongoing marketing of the Energy Conservation and Urban Forests CoP to new, potential members so that knowledge will continue to grow, expand and be shared within the CoP and CoI. It also lies in regular engagement with and marketing to the CoI (businesses, developers, communities, and the general public).

Upon initiation of the project, the Principal Investigators will recruit a Core Leadership Team (CLT). The CLT will include a marketing specialist. The CLT and the marketing specialist will work from the project’s inception to develop and refine the community’s vision and mission and to then translate that into a message (face-to-face, print, and online) that will encourage and promote participation in the CoP by urban forestry and energy experts within academia, federal, state, and local government, and industry. The CLT and marketing specialist will also work to develop a CoI engagement plan, a requirement by eXtension for certification, that will include needs assessments, content and product marketing materials, press releases, and Web 2.0 plans (a specific type of online, interactive engagement and education (examples include Twitter, Facebook, etc.)

Additionally, because there are three emerging “energy” Community of Practices, the Energy Conservation and Urban Forests CoP will likely be uniquely positioned to take advantage of some of the previous and ongoing marketing efforts put forth by these other groups. Currently, the energy-related CoPs (Home Energy, Sustainable Ag Energy, and Wood Energy) are working together to prevent duplication of efforts in terms of content and product and content promotion.

A proposed list of keywords used to describe this project for future electronic searches are “urban forestry”, “energy”, “conservation”, “trees”, and “community”.

*Ensuring Long-term Sustainability-* Because an Energy Conservation and Urban Forests Community of Practice is a **virtual** education-oriented network, it is important to have a plan for long-term sustainability. This plan is also required by eXtension for certification. The plan will be developed and refined by the Core Leadership Team during the project’s funded tenure; however, some immediate plans for ensuring long-term sustainability are to:

- Partner with professional organizations, federal government, NGOs, and industry.
- Seek sponsorship
- Become certified- this ensures \$15,000 annually for operating and content development from eXtension
- Have a dynamic, ongoing CoP marketing plan in place
- Have a dynamic, ongoing CoP member recruitment plan in place
- Have a Community of Interest engagement plan in place
- Partner with other CoPs in content and product development and marketing (there are a number of “Energy” CoPs in development)
- Partner with in-progress or emerging research projects (providing them with educational products and services that would help them satisfy the “outreach” component of a project or RFP)

## **8. Project Evaluation**

An Energy Conservation and Urban Forests eXtension Community of Practice will increase the general public’s knowledge of the importance of urban and community forestry by being a well-rated (among search engines), credible, comprehensive educational site for urban and community forestry online.

The method we will use for collecting quantitative and qualitative impacts of this project is the logic model. The logic model is a learning, evaluation, and management tool that describes and depicts what the program is and what the program will do. It visually links inputs with desired outcomes and is useful in communicating the need for and utility of a program or project with stakeholders.

Quantitative impacts will largely be collected using eXtension’s comprehensive website analytics capabilities. We will be able to measure, track, and analyze site traffic and product downloads. Qualitative impacts will be collected and measured using a web-based data collection process involving surveys and interviews with our CoI. This information will be collected on a sample of clientele and will involve inquiries into knowledge and understanding gain, behavior change and adoption of practice. These impacts will be measured at appropriate

intervals following educational content and product releases, occurring immediately following, six months following, and 1-2 years following. Where necessary, human subjects and IRB approval will be obtained.

## **9. Experience/Personnel/Adequacy of Resources**

Bill Hubbard

Mr. Hubbard has the most comprehensive information-sharing network with the forest community in the country. His award-winning web pages offer the most complete set of materials for clientele to learn about the wide-ranging topics in forestry. Mr. Hubbard sits on the USDA Forest Service Urban Forestry National Technology Transfer Tea, the Southern Wildland-Urban Interface Advisory Council, and the University of Georgia Center for Urban Agriculture. Mr. Hubbard has received national recognition from the US Secretary of Agriculture for his role in the highly successful satellite teleconference Master Tree Farmer programs originating from South Carolina. Having him on the team assures we have the know-how to deliver effective forestry-based educational materials and programs.

Dr. Ellen Bauske

Dr. Bauske has worked to deliver agricultural and environmental Extension resources to urban clientele throughout the southeast. She understands the complexities of information transfer to urban clientele and the challenges this presents to the Extension delivery system. She has extensive experience working with extension agents, state agencies, professional associations, non-governmental organizations, and industry regarding urban agriculture activities, education and research. She has successfully worked collaborative projects with multi-state teams of agents and specialists implementing training programs in urban forestry, water quality and integrated pest management.

Sarah Ashton

Ms. Ashton has extensive experience in developing, managing, delivering and evaluating natural resource Extension, education, and research programs and projects. She is particularly valuable to the success of this project because for the past year and a half she has been working as the project manager for an emerging Wood Energy Community of Practice. She has worked on the project since its inception providing leadership in community, curriculum, content, and wiki development. She is intimately familiar with eXtension and has attended numerous eXtension trainings as well as the 2009 eXtension Community of Practice Conference held in St. Louis, MO. Other projects, she has successfully co-coordinated and managed are: a region-wide education, training, and technology transfer program sponsored by the USDOE and USDA designed for forestry, Extension, and rural development professionals, landowners, and other practitioners interested in woody biomass production and utilization across the Southeastern US and a national educational program for the National Association of Conservation Districts on woody biomass production and utilization and community engagement.

In addition to highly qualified personnel, The University of Georgia and Southern Regional Extension Forestry have ample information technology hardware, software and staff; sufficient office space, communications technologies such as webinar, video and audio production equipment and know how; and other resources needed to carry out the project.



## **10. Budget Justification**

**Salary and benefits** (\$91,540). \$88,540 of the funds in this category will be used to pay for the Project Coordinator's salary and benefits at .6 FTE for 24 months. The Project Coordinator will be responsible for overall project oversight including working with the Principal Investigators to establish the Community of Practice and the Core Leadership Team. In addition, the Project Coordinator will assist with educating the CoP and CLT on content management and other activities as outlined in the proposal. The Project Coordinator will be in charge of the peer review process, the marketing and communication activities, and the technology transfer and evaluation aspects of the project. The Project Coordinator will arrange virtual and face-to-face meetings of the Core Leadership Team and will assist with paperwork involved with the project including quarterly reports, travel requests and reimbursements, and meeting logistics details. \$3,000 of the funds in this category will be used to hire a student worker to assist with organizing the digital imagery. The student worker will develop an online system in conjunction with the eXtension protocols to gather, database and make available the digital images. These digital images will be made available at several resolutions for use by educators and others who may have interest or use.

**Supplies and materials** (\$8,000). Funds in this category will be used to purchase materials and supplies necessary for the successful implementation of this project. These funds will be used to purchase several digital cameras for use by those in the field who will be assisting with digital image collection for the project (approximately \$6,000). As outlined in the proposal, the digital imagery capture of energy conservation at the ground level is desirable from a number of perspectives. A primary reason is to illustrate the benefits of proper plantings. This will result in one of the largest online digital image databases of energy conservation and urban forestry practices in the country, if not world. Funds will also be necessary for the purchase of a laptop computer for the project coordinator (approximately \$2,000). All other supply and equipment needs will be covered by University of Georgia, Southern Regional Extension Forestry, and eXtension. Between the three institutions, there is ample information technology hardware and software; sufficient office space, communications technologies such as webinar, video and audio production equipment and know how; and other resources needed to carry out the project.

**UGA Travel** (\$9,000). Funds in this category will be used for the Principal Investigators and UGA agents to travel to necessary meetings related to the successful implementation of this project. These include, but aren't limited to the annual National eXtension meeting, and other national meetings related to the project.

**Non UGA Travel** (\$24,000). Funds in this category will be used to bring the Core Leadership Team together for two face-to-face meetings in the first year and second years of the project. Every effort will be made to find a central location that meets everyone's needs. There will be an estimate of 12 members on the Core Leadership Team and we estimate their expenses to be approximately \$1,000 per person for each of two-day meetings.

**Appendix A. Budget Narrative Table**

Applicant: Southern Regional Extension Forestry/University of Georgia  
 Project: Energy Conservation and Urban Forests eXtension Community of Practice  
 Total Cost: \$167,000

	Federal Funds (requested)	Non-federal Match Cash	In Kind	Total	Sources of Matching Funds
Personnel*					
Salary	\$71,635	\$53,689		\$125,324	University of Georgia
Benefits	\$19,905	\$33,610		\$53,515	University of Georgia
UGA Travel**	\$9,000			\$9,000	
Non-UGA Travel***	\$24,000			\$24,000	
Supplies and Materials	\$8,000			\$8,000	
Other			\$57,004	\$57,004	Texas A&M Oregon State University Utah State University Virginia Tech University of Tennessee
Sub Total	\$132,540	\$87,299	\$57,004	\$276,843	
Indirect Cost at 26% MTDC	\$34,460	\$22,697		\$57,157	
Total Cost	\$167,000	Total Match =		\$167,000	

\* 1 Project Manager at .6 FTE for 24 months = \$68,635 (approx. 2860 hours at \$24/hour)  
 1 Student Worker for approx. 414 hours at \$7.25/hour

\*\* 3 UGA personnel @ \$1000.00 per trip x 2 face-to-face and 1 national CoP meetings = \$9,000

\*\*\*12 Core Leadership Team members @ 1000.00 per trip x 2 face-to-face meetings = \$24,000

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About

OMB Number: 4040-0004  
Expiration Date: 01/31/2009

**Application for Federal Assistance SF-424** Version 02

<b>* 1. Type of Submission:</b> <input checked="" type="checkbox"/> Preapplication <input type="checkbox"/> Application <input type="checkbox"/> Changed/Corrected Application	<b>* 2. Type of Application:</b> <input checked="" type="checkbox"/> New <input type="checkbox"/> Continuation <input type="checkbox"/> Revision	<b>* If Revision, select appropriate letter(s):</b> <input type="text"/> <b>* Other (Specify)</b> <input type="text"/>
---	---	---

<b>* 3. Date Received:</b> <input type="text" value="12/15/2009"/>	<b>4. Applicant Identifier:</b> <input type="text"/>
---	---

<b>5a. Federal Entity Identifier:</b> <input type="text"/>	<b>* 5b. Federal Award Identifier:</b> <input type="text"/>
---	--

**State Use Only:**

<b>6. Date Received by State:</b> <input type="text"/>	<b>7. State Application Identifier:</b> <input type="text"/>
--	--

**8. APPLICANT INFORMATION:**

**\* a. Legal Name:**

<b>* b. Employer/Taxpayer Identification Number (EIN/TIN):</b> <input type="text" value="586001998"/>	<b>* c. Organizational DUNS:</b> <input type="text" value="619003127"/>
--	--

**d. Address:**

<b>* Street1:</b>	<input type="text" value="617 Boyd GSRC"/>
<b>Street2:</b>	<input type="text"/>
<b>* City:</b>	<input type="text" value="Athens"/>
<b>County:</b>	<input type="text" value="Clarke"/>
<b>* State:</b>	<input type="text" value="GA: Georgia"/>
<b>Province:</b>	<input type="text"/>
<b>* Country:</b>	<input type="text" value="USA: UNITED STATES"/>
<b>* Zip / Postal Code:</b>	<input type="text" value="30602"/>

**e. Organizational Unit:**

<b>Department Name:</b> <input type="text" value="Ag. Business Office"/>	<b>Division Name:</b> <input type="text" value="CAES"/>
---	--

**f. Name and contact information of person to be contacted on matters involving this application:**

<b>Prefix:</b> <input type="text"/>	<b>* First Name:</b> <input type="text" value="Debra"/>
<b>Middle Name:</b> <input type="text"/>	
<b>* Last Name:</b> <input type="text" value="Rucker"/>	
<b>Suffix:</b> <input type="text"/>	

**Title:**

**Organizational Affiliation:**

<b>* Telephone Number:</b> <input type="text" value="7065429001"/>	<b>Fax Number:</b> <input type="text" value="7065830301"/>
--	--

**\* Email:**



**Application for Federal Assistance SF-424**

Version 02

**9. Type of Applicant 1: Select Applicant Type:**

H: Public/State Controlled Institution of Higher Education

Type of Applicant 2: Select Applicant Type:

Type of Applicant 3: Select Applicant Type:

\* Other (specify):

**\* 10. Name of Federal Agency:**

Forest Service

**11. Catalog of Federal Domestic Assistance Number:**

10.675

CFDA Title:

Urban and Community Forestry Program

**\* 12. Funding Opportunity Number:**

USDA-FS-UCF-01-2010

\* Title:

2010 National Urban and Community Forestry Challenge Cost Share Grant

**13. Competition Identification Number:**

Title:

**14. Areas Affected by Project (Cities, Counties, States, etc.):**

**\* 15. Descriptive Title of Applicant's Project:**

Energy Conservation & Urban Forests eXtension Community of Practice

Attach supporting documents as specified in agency instructions.

Add Attachments

Delete Attachments

View Attachments

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About

OMB Number: 4040-0004  
Expiration Date: 01/31/2009

Application for Federal Assistance SF-424

Version 02

16. Congressional Districts Of:

\* a. Applicant

\* b. Program/Project

Attach an additional list of Program/Project Congressional Districts if needed.

Add Attachment

Delete Attachment

View Attachment

17. Proposed Project:

\* a. Start Date:

\* b. End Date:

18. Estimated Funding (\$):

* a. Federal	<input type="text" value="167,000.00"/>
* b. Applicant	<input type="text" value="167,000.00"/>
* c. State	<input type="text" value="0.00"/>
* d. Local	<input type="text" value="0.00"/>
* e. Other	<input type="text" value="0.00"/>
* f. Program Income	<input type="text" value="0.00"/>
* g. TOTAL	<input type="text" value="334,000.00"/>

\* 19. Is Application Subject to Review By State Under Executive Order 12372 Process?

- a. This application was made available to the State under the Executive Order 12372 Process for review on
- b. Program is subject to E.O. 12372 but has not been selected by the State for review.
- c. Program is not covered by E.O. 12372.

\* 20. Is the Applicant Delinquent On Any Federal Debt? (If "Yes", provide explanation.)

Yes  No

21. \*By signing this application, I certify (1) to the statements contained in the list of certifications\*\* and (2) that the statements herein are true, complete and accurate to the best of my knowledge. I also provide the required assurances\*\* and agree to comply with any resulting terms if I accept an award. I am aware that any false, fictitious, or fraudulent statements or claims may subject me to criminal, civil, or administrative penalties. (U.S. Code, Title 218, Section 1001)

\*\* I AGREE

\*\* The list of certifications and assurances, or an internet site where you may obtain this list, is contained in the announcement or agency specific instructions.

Authorized Representative:

Prefix:  \* First Name:   
 Middle Name:   
 \* Last Name:   
 Suffix:

\* Title:

\* Telephone Number:  Fax Number:

\* Email:

\* Signature of Authorized Representative:  \* Date Signed:

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Standard Form 424 (Revised 10/2005)  
Prescribed by OMB Circular A-102

**Application for Federal Assistance SF-424**

Version 02

**\* Applicant Federal Debt Delinquency Explanation**

The following field should contain an explanation if the Applicant organization is delinquent on any Federal Debt. Maximum number of characters that can be entered is 4,000. Try and avoid extra spaces and carriage returns to maximize the availability of space.

[Empty text input area for Applicant Federal Debt Delinquency Explanation]



**BUDGET INFORMATION - Non-Construction Programs**

OMB Approval No. 4040-0006  
Expiration Date 07/30/2010

**SECTION A - BUDGET SUMMARY**

Grant Program Function or Activity (a)	Catalog of Federal Domestic Assistance Number (b)	Estimated Unobligated Funds		New or Revised Budget		
		Federal (c)	Non-Federal (d)	Federal (e)	Non-Federal (f)	Total (g)
1. Nat'l Urban & Comm. Fstry Chllnge Cost Share Grant	10.675	\$	\$	\$ 167,000.00	\$ 167,000.00	\$ 334,000.00
2. Non-Federal				0.00		0.00
3.						
4.						
5. Totals		\$	\$	\$ 167,000.00	\$ 167,000.00	\$ 334,000.00

**SECTION B - BUDGET CATEGORIES**

6. Object Class Categories	GRANT PROGRAM, FUNCTION OR ACTIVITY				Total (5)
	(1) Nat'l Urban & Comm. Fstry Chllnge Cost Share Grant	(2) Non-Federal	(3)	(4)	
<b>a. Personnel</b>	\$ 71,635.00	\$ 53,689.00	\$	\$	\$ 125,324.00
<b>b. Fringe Benefits</b>	19,905.00	33,610.00			53,515.00
<b>c. Travel</b>	9,000.00				9,000.00
<b>d. Equipment</b>					
<b>e. Supplies</b>	8,000.00				8,000.00
<b>f. Contractual</b>					
<b>g. Construction</b>					
<b>h. Other</b>	24,000.00	57,004.00			81,004.00
<b>i. Total Direct Charges (sum of 6a-6h)</b>	132,540.00	144,303.00			\$ 276,843.00
<b>j. Indirect Charges</b>	34,460.00	22,697.00			\$ 57,157.00
<b>k. TOTALS (sum of 6i and 6j)</b>	\$ 167,000.00	\$ 167,000.00	\$	\$	\$ 334,000.00
<b>7. Program Income</b>	\$ 0.00	\$	\$	\$	\$

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SECTION C - NON-FEDERAL RESOURCES					
(a) Grant Program	(b) Applicant	(c) State	(d) Other Sources	(e) TOTALS	
8. Nat'l Urban & Comm. Fstry Chllnge Cost Share Grant	\$ 109,996.00	\$	\$ 57,004.00	\$ 167,000.00	
9.					
10.					
11.					
<b>12. TOTAL (sum of lines 8-11)</b>	<b>\$ 109,996.00</b>	<b>\$</b>	<b>\$ 57,004.00</b>	<b>\$ 167,000.00</b>	
SECTION D - FORECASTED CASH NEEDS					
	Total for 1st Year	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
13. Federal	\$ 167,000.00	\$ 41,750.00	\$ 41,750.00	\$ 41,750.00	\$ 41,750.00
14. Non-Federal	\$ 167,000.00	\$ 41,750.00	\$ 41,750.00	\$ 41,750.00	\$ 41,750.00
<b>15. TOTAL (sum of lines 13 and 14)</b>	<b>\$ 334,000.00</b>	<b>\$ 83,500.00</b>	<b>\$ 83,500.00</b>	<b>\$ 83,500.00</b>	<b>\$ 83,500.00</b>
SECTION E - BUDGET ESTIMATES OF FEDERAL FUNDS NEEDED FOR BALANCE OF THE PROJECT					
(a) Grant Program	FUTURE FUNDING PERIODS (YEARS)				
	(b) First	(c) Second	(d) Third	(e) Fourth	
16.	\$	\$	\$	\$	
17.					
18.					
19.					
<b>20. TOTAL (sum of lines 16 - 19)</b>	<b>\$</b>	<b>\$</b>	<b>\$</b>	<b>\$</b>	
SECTION F - OTHER BUDGET INFORMATION					
21. Direct Charges: 132,540		22. Indirect Charges: 34,460			
23. Remarks:					

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**ASSURANCES - NON-CONSTRUCTION PROGRAMS**

Public reporting burden for this collection of information is estimated to average 15 minutes per response, including time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding the burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to the Office of Management and Budget, Paperwork Reduction Project (0348-0040), Washington, DC 20503.

**PLEASE DO NOT RETURN YOUR COMPLETED FORM TO THE OFFICE OF MANAGEMENT AND BUDGET. SEND IT TO THE ADDRESS PROVIDED BY THE SPONSORING AGENCY.**

**NOTE:** Certain of these assurances may not be applicable to your project or program. If you have questions, please contact the awarding agency. Further, certain Federal awarding agencies may require applicants to certify to additional assurances. If such is the case, you will be notified.

As the duly authorized representative of the applicant, I certify that the applicant:

1. Has the legal authority to apply for Federal assistance and the institutional, managerial and financial capability (including funds sufficient to pay the non-Federal share of project cost) to ensure proper planning, management and completion of the project described in this application.
2. Will give the awarding agency, the Comptroller General of the United States and, if appropriate, the State, through any authorized representative, access to and the right to examine all records, books, papers, or documents related to the award; and will establish a proper accounting system in accordance with generally accepted accounting standards or agency directives.
3. Will establish safeguards to prohibit employees from using their positions for a purpose that constitutes or presents the appearance of personal or organizational conflict of interest, or personal gain.
4. Will initiate and complete the work within the applicable time frame after receipt of approval of the awarding agency.
5. Will comply with the Intergovernmental Personnel Act of 1970 (42 U.S.C. §§4728-4763) relating to prescribed standards for merit systems for programs funded under one of the 19 statutes or regulations specified in Appendix A of OPM's Standards for a Merit System of Personnel Administration (5 C.F.R. 900, Subpart F).
6. Will comply with all Federal statutes relating to nondiscrimination. These include but are not limited to: (a) Title VI of the Civil Rights Act of 1964 (P.L. 88-352) which prohibits discrimination on the basis of race, color or national origin; (b) Title IX of the Education Amendments of 1972, as amended (20 U.S.C. §§1681-1683, and 1685-1686), which prohibits discrimination on the basis of sex; (c) Section 504 of the Rehabilitation Act of 1973, as amended (29 U.S.C. §794), which prohibits discrimination on the basis of handicaps; (d) the Age Discrimination Act of 1975, as amended (42 U.S.C. §§6101-6107), which prohibits discrimination on the basis of age; (e) the Drug Abuse Office and Treatment Act of 1972 (P.L. 92-255), as amended, relating to nondiscrimination on the basis of drug abuse; (f) the Comprehensive Alcohol Abuse and Alcoholism Prevention, Treatment and Rehabilitation Act of 1970 (P.L. 91-616), as amended, relating to nondiscrimination on the basis of alcohol abuse or alcoholism; (g) §§523 and 527 of the Public Health Service Act of 1912 (42 U.S.C. §§290 dd-3 and 290 ee- 3), as amended, relating to confidentiality of alcohol and drug abuse patient records; (h) Title VIII of the Civil Rights Act of 1968 (42 U.S.C. §§3601 et seq.), as amended, relating to nondiscrimination in the sale, rental or financing of housing; (i) any other nondiscrimination provisions in the specific statute(s) under which application for Federal assistance is being made; and, (j) the requirements of any other nondiscrimination statute(s) which may apply to the application.
7. Will comply, or has already complied, with the requirements of Titles II and III of the Uniform Relocation Assistance and Real Property Acquisition Policies Act of 1970 (P.L. 91-646) which provide for fair and equitable treatment of persons displaced or whose property is acquired as a result of Federal or federally-assisted programs. These requirements apply to all interests in real property acquired for project purposes regardless of Federal participation in purchases.
8. Will comply, as applicable, with provisions of the Hatch Act (5 U.S.C. §§1501-1508 and 7324-7328) which limit the political activities of employees whose principal employment activities are funded in whole or in part with Federal funds.

9. Will comply, as applicable, with the provisions of the Davis-Bacon Act (40 U.S.C. §§276a to 276a-7), the Copeland Act (40 U.S.C. §276c and 18 U.S.C. §874), and the Contract Work Hours and Safety Standards Act (40 U.S.C. §§327-333), regarding labor standards for federally-assisted construction subagreements.
10. Will comply, if applicable, with flood insurance purchase requirements of Section 102(a) of the Flood Disaster Protection Act of 1973 (P.L. 93-234) which requires recipients in a special flood hazard area to participate in the program and to purchase flood insurance if the total cost of insurable construction and acquisition is \$10,000 or more.
11. Will comply with environmental standards which may be prescribed pursuant to the following: (a) institution of environmental quality control measures under the National Environmental Policy Act of 1969 (P.L. 91-190) and Executive Order (EO) 11514; (b) notification of violating facilities pursuant to EO 11738; (c) protection of wetlands pursuant to EO 11990; (d) evaluation of flood hazards in floodplains in accordance with EO 11988; (e) assurance of project consistency with the approved State management program developed under the Coastal Zone Management Act of 1972 (16 U.S.C. §§1451 et seq.); (f) conformity of Federal actions to State (Clean Air) Implementation Plans under Section 176(c) of the Clean Air Act of 1955, as amended (42 U.S.C. §§7401 et seq.); (g) protection of underground sources of drinking water under the Safe Drinking Water Act of 1974, as amended (P.L. 93-523); and, (h) protection of endangered species under the Endangered Species Act of 1973, as amended (P.L. 93-205).
12. Will comply with the Wild and Scenic Rivers Act of 1968 (16 U.S.C. §§1271 et seq.) related to protecting components or potential components of the national wild and scenic rivers system.
13. Will assist the awarding agency in assuring compliance with Section 106 of the National Historic Preservation Act of 1966, as amended (16 U.S.C. §470), EO 11593 (identification and protection of historic properties), and the Archaeological and Historic Preservation Act of 1974 (16 U.S.C. §§469a-1 et seq.).
14. Will comply with P.L. 93-348 regarding the protection of human subjects involved in research, development, and related activities supported by this award of assistance.
15. Will comply with the Laboratory Animal Welfare Act of 1966 (P.L. 89-544, as amended, 7 U.S.C. §§2131 et seq.) pertaining to the care, handling, and treatment of warm blooded animals held for research, teaching, or other activities supported by this award of assistance.
16. Will comply with the Lead-Based Paint Poisoning Prevention Act (42 U.S.C. §§4801 et seq.) which prohibits the use of lead-based paint in construction or rehabilitation of residence structures.
17. Will cause to be performed the required financial and compliance audits in accordance with the Single Audit Act Amendments of 1996 and OMB Circular No. A-133, "Audits of States, Local Governments, and Non-Profit Organizations."
18. Will comply with all applicable requirements of all other Federal laws, executive orders, regulations, and policies governing this program.

<p>* SIGNATURE OF AUTHORIZED CERTIFYING OFFICIAL</p> <p>Debra Rucker</p>	<p>* TITLE</p> <p>Department Manager</p>
<p>* APPLICANT ORGANIZATION</p> <p>University of Georgia</p>	<p>* DATE SUBMITTED</p> <p>12/15/2009</p>

Standard Form 424B (Rev. 7-97) Back



## Central District 8



December 9, 2009

Mr. Bill Hubbard  
Southern Regional Extension Forester  
Forestry Bldg 4-433  
University of Georgia  
Athens, Ga 30602

Dear Mr. Hubbard:

With this letter, I, Melanie R. Kirk with Texas AgriLife Extension Service, agrees to join the University of Georgia, and Southern Regional Extension Forestry's Energy Conservation and Urban Forests eXtension Community of Practice (CoP) project as a Partner, and makes a fundamental commitment to aid in the success of the project by providing leadership capital. I firmly believe there is a strong need among developers, businesses, communities, and the general public for innovative, credible, research-based educational materials and experiences related to the role urban forests have in energy conservation and community development.

In partnership with the University of Georgia, Southern Regional Extension Forestry, and Texas AgriLife Extension Service, I will:

- Work with project PIs to develop the mission and vision of the Energy Conservation and Urban Forests CoP,
- Work with project PIs to establish CoP governance,
- Work with project PIs to develop a urban forests and energy conservation curriculum and a variety of educational products and experiences (including FAQs, fact sheets, Wiki's, online courses, social networking apps, webinars, etc.)
- Attend at least one face-to-face conference

I understand that my commitment will be for the duration of the project (approximately 24 months). I will contribute no less than \$10,000 salary equivalent over two years towards this project (roughly 275 hours).

I look forward to my partnership with University of Georgia and Southern Regional Extension Forestry.

Sincerely,

Melanie R. Kirk, Ph.D., Assistant Professor and  
Extension Urban Forestry Specialist,  
Texas AgriLife Extension Service,  
972-952-9203, [mrkirk@tamu.edu](mailto:mrkirk@tamu.edu)

Reviewed and Approved by

Charles R. Hart, Ph.D.  
Professor, Associate Department Head and Extension Range Specialist  
Department of Ecosystem Science and Management  
Texas AgriLife Extension Service





# The University of Georgia

College of Agricultural and Environmental Sciences  
*Cooperative Extension*

December 11, 2009

Mr. Bill Hubbard  
Southern Regional Extension Forester  
Forestry Bldg 4-433  
University of Georgia  
Athens, Ga 30602

Dear Mr. Hubbard:

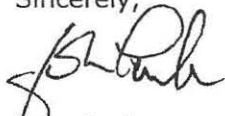
This letter is to inform you that Northeast District Extension will approve and commit specific activities by county Extension agents in partnership with the Southern Regional Extension Forestry, and Texas AgriLife Extension Service's Energy Conservation and Urban Forests eXtension Community of Practice (CoP) project. We are making a fundamental commitment to aid in the success of the project by providing outreach capital. We firmly believe there is a strong need among developers, businesses, communities, and the general public for innovative, credible, research-based educational materials and experiences related to the role urban forests have in energy conservation and community development. In partnership with the University of Georgia, Southern Regional Extension Forestry, and Texas AgriLife Extension Service, we will:

- Attend at least one Webinar.
- Locating and inviting interested parties to attend monthly chat sessions for the community of Interest (businesses, developers, general public).
- Review one online learning module on energy conservation and urban forests.
- Participate in the development of the plan for long-term sustainability of the community of practice.
- Utilize Community of Practice resources in ongoing extension programs.
- Take photos to illustrate examples of ability of strategic urban forestry management to reduce the demand for energy consumption.

We understand that our commitment will be for the duration of the project (approximately 24 months) but that the commitment will not exceed 10% of the participating agent's time. We estimate this to equate to \$7495 per year for the two agents participating in the Northeast District.

We look forward to our partnership with University of Georgia, Southern Regional Extension Forestry, and Texas AgriLife Extension Service.

Sincerely,

A handwritten signature in black ink, appearing to read "John Parks". The signature is written in a cursive style with a large initial "J" and "P".

John Parks  
District Extension Director  
Northeast District  
706-542-3179  
jdparks@uga.edu

Northwest District  
1109 Experiment Street  
Flynt Building, Room 227  
Griffin, GA 30223-1731



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# The University of Georgia

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College of Agricultural and Environmental Sciences  
*Cooperative Extension*

Telephone: (770) 228-7274  
Fax: (770) 233-5562  
Email: [nwdist@uga.edu](mailto:nwdist@uga.edu)

December 11, 2009

Mr. Bill Hubbard  
Southern Regional Extension Forester  
Forestry Bldg 4-433  
University of Georgia  
Athens, GA 30602

Dear Mr. Hubbard:

This letter is to inform you that Northwest District will approve and commit specific activities by county Extension agents in partnership with the Southern Regional Extension Forestry, and Texas AgriLife Extension Service's Energy Conservation and Urban Forests eXtension Community of Practice (CoP) project. We are making a fundamental commitment to aid in the success of the project by providing outreach capital. We firmly believe there is a strong need among developers, businesses, communities, and the general public for innovative, credible, research-based educational materials and experiences related to the role urban forests have in energy conservation and community development. In partnership with the University of Georgia, Southern Regional Extension Forestry, and Texas AgriLife Extension Service, we will:

- Attend at least one Webinar.
- Locating and inviting interested parties to attend monthly chat sessions for the community of interest (businesses, developers, general public).
- Review one online learning module on energy conservation and urban forests.
- Participate in the development of the plan for long-term sustainability of the community of practice.
- Utilize Community of Practice resources in ongoing extension programs.
- Take photos to illustrate examples of ability of strategic urban forestry management to reduce the demand for energy consumption.

We understand that our commitment will be for the duration of the project (approximately 24 months) but that the commitment will not exceed 10% of the participating agent's time. We estimate this to equate to \$28,857 per year for the six agents and specialists participating in the Northwest District.

We look forward to our partnership with University of Georgia, Southern Regional Extension Forestry, and Texas AgriLife Extension Service.





THE UNIVERSITY OF GEORGIA

## COOPERATIVE EXTENSION

Colleges of Agricultural and Environmental Sciences & Family and Consumer Sciences

Southwest District Office, 15 RDC Road, Tifton, GA 31794

Phone: 229-386-3413, Fax: 229-391-3740, Email: [swdist@uga.edu](mailto:swdist@uga.edu)

December 10, 2009

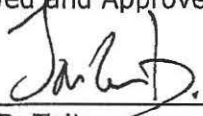
Mr. Bill Hubbard  
Southern Regional Extension Forester  
Forestry Bldg 4-433  
University of Georgia  
Athens, GA 30602

Dear Mr. Hubbard:

This letter is to inform you that UGA Cooperative Extension, Southwest District, will approve and commit specific activities by county Extension agents in partnership with the Southern Regional Extension Forestry, and Texas AgriLife Extension Service's Energy Conservation and Urban Forests eXtension Community of Practice (CoP) project. We are making a fundamental commitment to aid in the success of the project by providing professional time for County Extension Agents to dedicate to the project. We firmly believe there is a strong need among developers, businesses, communities, and the general public for innovative, credible, research-based educational materials and experiences related to the role urban forests have in energy conservation and community development. In partnership with the University of Georgia, Southern Regional Extension Forestry and Texas AgriLife Extension Service, we will:

- Attend at least one Webinar.
- Locating and inviting interested parties to attend monthly chat sessions for the community of Interest (businesses, developers, general public).
- Review one online learning module on energy conservation and urban forests.
- Participate in the development of the plan for long-term sustainability of the community of practice.

Reviewed and Approved by:



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Johan DuToit  
Wildland Resources Department Head  
Utah State University

# Virginia Cooperative Extension

A partnership of Virginia Tech and Virginia State University

 **VirginiaTech**  
College of Agriculture  
and Life Sciences



School of Agriculture  
Virginia State University

## Northern District Natural Resources Extension Program

Madison County Office  
War Memorial Building, 2<sup>nd</sup> Floor  
P.O. Box 10  
Madison, Virginia 22727  
540/948-6881 Fax: 540/948-6883  
E-mail: adowning@vt.edu  
<http://offices.ext.vt.edu/madison>

December 9, 2009

Mr. Bill Hubbard  
Southern Regional Extension Forester  
Forestry Bldg 4-433  
University of Georgia  
Athens, Ga 30602

Dear Mr. Hubbard:

With this letter, Adam K. Downing, Virginia Cooperative Extension–Northern District Natural Resources Agent, joins the University of Georgia, Southern Regional Extension Forestry, and Texas AgriLife Extension Service's Energy Conservation and Urban Forests eXtension Community of Practice (CoP) project as a Partner, and makes a fundamental commitment to aid in the success of the project by providing leadership capital. I firmly believe there is a strong need among developers, businesses, communities, and the general public for innovative, credible, research-based educational materials and experiences related to the role urban forests have in energy conservation and community development. In partnership with the University of Georgia, Southern Regional Extension Forestry, and Texas AgriLife Extension Service, I will:

- Work with project PIs to develop the mission and vision of the Energy Conservation and Urban Forests CoP,
- Work with project PIs to establish CoP governance,
- Work with project PIs to develop a urban forests and energy conservation curriculum,
- Work with PIs and the CoP to develop a variety of educational products and experiences (including FAQs, fact sheets, Wiki's, online courses, social networking apps, webinars, etc.)

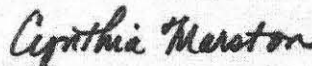
I understand that my commitment will be for the duration of the project (approximately 24 months). I will contribute no less than \$8206.00 salary equivalent over two years towards this project (roughly 192 hours). I look forward to our partnership with University of Georgia, Southern Regional Extension Forestry, and Texas AgriLife Extension Service.

Sincerely,



Adam K. Downing  
Extension Agent, Natural Resource-Northern District

Reviewed and approved by:



Cynthia Marston  
Interim District Director, Northern District  
(540) 432-6029 [cmarston@vt.edu](mailto:cmarston@vt.edu)

[www.ext.vt.edu](http://www.ext.vt.edu)

Extension is a joint program of Virginia Tech, Virginia State University, the U.S. Department of Agriculture, and state and local governments. Virginia Cooperative Extension programs and employment are open to all, regardless of race, color, national origin, sex, religion, age, disability, political beliefs, sexual orientation, or marital or family status. An equal opportunity/affirmative action employer.





University of Connecticut  
*College of Agriculture and Natural Resources*

Hartford County  
Extension Center

*Cooperative  
Extension System*

December 7, 2009

Mr. Bill Hubbard  
Southern Regional Extension Forestry  
Forestry Bldg. 4-433  
University of Georgia  
Athens, Ga 30602

Dear Mr. Hubbard:

It is my pleasure to write in support of the Energy Conservation and Urban Forests eXtension Community of Practice (CoP) proposal being submitted to the 2010 U.S. Forest Service, National Urban and Community Forestry Challenge Cost-Share Grant Program Program by the University of Georgia and Southern Regional Extension Forestry.

All three institutions have a proven track record in the field of urban forestry and energy conservation technology transfer and education and in developing educational materials using the eXtension platform for a variety of audiences.

I fully support the efforts of the University of Georgia and Southern Regional Extension Forestry as they seek external funding to support a program designed to education developers, businesses, communities, and the general public about the role urban forests play in energy conservation. I am also happy to participate in the grant implementation as well.

Sincerely,

Robert M. Ricard, Ph.D., CF  
Senior Extension Educator  
Urban Natural Resources and Public Policy

*An Equal Opportunity Employer*

1800 Asylum Avenue  
West Hartford, Connecticut 06117-2600

Telephone: (860) 570-9010  
Facsimile: (860) 570-9008  
web: [www.canr.uconn.edu](http://www.canr.uconn.edu)





THE UNIVERSITY of TENNESSEE

## Institute of Agriculture

Department of Forestry, Wildlife and Fisheries  
274 Ellington Plant Sciences Building  
Knoxville, TN 37996-4563  
Phone: (865) 974-7126  
Fax: (865) 974-4714  
E-mail: <http://fwf.ag.utk.edu>

December 9, 2009

Mr. Bill Hubbard  
Southern Regional Extension Forestry  
Forestry Bldg. 4-433  
University of Georgia  
Athens, Ga 30602

Dear Mr. Hubbard:

I am pleased to write a letter in support of the Energy Conservation and Urban Forests eXtension Community of Practice (CoP) proposal being submitted to the 2010 U.S. Forest Service, National Urban and Community Forestry Challenge Cost-Share Grant Program Program by the University of Georgia and Southern Regional Extension Forestry.

The organizations involved in the proposal have a proven track record in the field of urban forestry and energy conservation technology transfer and education and in developing educational materials using the eXtension platform for a variety of audiences.

I fully support the efforts of the University of Georgia and Southern Regional Extension Forestry as they seek external funding to support a program designed to education developers, businesses, communities, and the general public about the role of urban forests in energy conservation.

Best regards,

Wayne K. Clatterbuck  
Professor  
University of Tennessee  
Forestry, Wildlife & Fisheries  
Knoxville, TN 37996-4563

Voice: 865-974-7346  
Fax: 865-974-4714  
E-mail: [wclatterbuck@utk.edu](mailto:wclatterbuck@utk.edu)



VirginiaTech

College of Natural Resources

Department of Forest Resources and  
Environmental Conservation

Dr. John F. Munsell

228 Cheatham Hall, 0324

Blacksburg, Virginia 24061

540/231-1611 Fax: 540/231-3330

E-mail:jfmunsel@vt.edu

11 December 2009

Mr. Bill Hubbard  
Southern Regional Extension Forestry  
Forestry Bldg. 4-433  
University of Georgia  
Athens, Ga 30602

Dear Mr. Hubbard:

I write to express my full support for the Energy Conservation and Urban Forests eXtension Community of Practice (CoP) proposal being submitted to the 2010 U.S. Forest Service, National Urban and Community Forestry Challenge Cost-Share Grant Program by the University of Georgia, Southern Regional Extension Forestry, and Texas AgriLife Extension Service.

These institutions are proven performers in the field of urban forestry and energy conservation and in developing inclusive and effective educational materials using the eXtension platform.

I fully support the efforts of the University of Georgia, Southern Regional Extension Forestry, and Texas AgriLife Extension Service as they seek external funding to support a program designed to inform developers, businesses, communities, and the general public about the role urban forests play in energy conservation.

Sincerely,

John F. Munsell

Forest Management Extension Specialist and Assistant Professor

*Invent the Future*

VIRGINIA POLYTECHNIC INSTITUTE AND STATE UNIVERSITY

*An equal opportunity, affirmative action institution*



ORIGINAL

COLLEGES AND UNIVERSITIES RATE AGREEMENT

EIN #: 1581353149A1

DATE: December 23, 2008

INSTITUTION:

University of Georgia Research Foundation, Inc.  
 320 Business Services  
 456 East Broad Street  
 Athens

FILING REF.: The preceding Agreement was dated April 27, 2005

GA 30602-

The rates approved in this agreement are for use on grants, contracts and other agreements with the Federal Government, subject to the conditions in Section III.

SECTION I: FACILITIES AND ADMINISTRATIVE COST RATES\*

RATE TYPES: FIXED FINAL PROV. (PROVISIONAL) PRED. (PREDETERMINED)

TYPE	EFFECTIVE PERIOD		RATE (%)	LOCATIONS	APPLICABLE TO
	FROM	TO			
PRED.	07/01/08	06/30/09	47.5	On-Campus	Organized Research
PRED.	07/01/09	06/30/12	48.5	On-Campus	Organized Research
PRED.	07/01/08	06/30/12	26.0	Off-Campus	Organized Research
PRED.	07/01/08	06/30/12	39.0	Agr Exp Sta	Organized Research
PRED.	07/01/08	06/30/09	17.0	Savnh River	Organized Research
PRED.	07/01/09	06/30/12	30.0	Savnh River	Organized Research
PRED.	07/01/08	06/30/12	26.0	All Locatns	Co-Op Extension
PRED.	07/01/08	06/30/12	38.0	Sape Island	Marine Institute
PRED.	07/01/08	06/30/12	46.0	Brns/Skoway	Marine Extension
PRED.	07/01/08	06/30/12	56.0	On-Campus	Instruction
PRED.	07/01/08	06/30/12	26.0	Off-Campus	Instruction
PRED.	07/01/08	06/30/12	37.0	On-Campus	Other Sponsored Act
PRED.	07/01/08	06/30/12	26.0	Off-Campus	Other Sponsored Act
PROV.	07/01/12	UNTIL AMENDED	Use same rates and conditions as those cited for fiscal year ending June 30, 2012.		

\*BASE:

Modified total direct costs, consisting of all salaries and wages, fringe benefits, materials, supplies, services, travel and subgrants and subcontracts up to the first \$25,000 of each subgrant or subcontract (regardless of the period covered by the subgrant or subcontract). Modified total direct costs shall exclude equipment, capital expenditures, charges for patient care, student tuition remission, rental costs of off-site facilities, scholarships, and fellowships as well as the portion of each subgrant and subcontract in excess of \$25,000.

INSTITUTION:  
University of Georgia Research Foundation, Inc.

AGREEMENT DATE: December 23, 2008

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**SECTION II: SPECIAL REMARKS**

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TREATMENT OF FRINGE BENEFITS:

Fringe benefits are specifically identified to each employee and are charged individually as direct costs. The directly claimed fringe benefits are listed below.

TREATMENT OF PAID ABSENCES:

Vacation, holiday, sick leave pay and other paid absences are included in salaries and wages and are claimed on grants, contracts and other agreements as part of the normal cost for salaries and wages. Separate claims are not made for the costs of these paid absences.

OFF-CAMPUS DEFINITION: For all activities performed in facilities not owned by the institution and to which rent is directly allocated to the project(s), the off-campus rate will apply. Grants or contracts will not be subject to more than one F&A cost rate. If more than 50% of a project is performed off-campus, the off-campus rate will apply to the entire project.

Fringe benefits include: FICA, Retirement, Life Insurance and Health Insurance.

The rates contained in the Agreement reflect the combined cost of the University of Georgia Research Foundation, Inc. and the University of Georgia, and will apply to grants and contracts awarded to the University.

Equipment means an article of nonexpendable tangible personal property having a useful life of more than one year, and an acquisition cost of \$5,000 or more per unit.

INSTITUTION:  
University of Georgia Research Foundation, Inc.

AGREEMENT DATE: December 23, 2008

SECTION III: GENERAL

A. LIMITATIONS:

The rates in this Agreement are subject to any statutory or administrative limitations and apply to a given grant, contract or other agreement only to the extent that funds are available. Acceptance of the rates is subject to the following conditions: (1) Only costs incurred by the organization were included in its facilities and administrative cost pools as finally accepted; such costs are legal obligations of the organization and are allowable under the governing cost principles; (2) The same costs that have been treated as facilities and administrative costs are not claimed as direct costs; (3) Similar types of costs have been accorded consistent accounting treatment; and (4) The information provided by the organization which was used to establish the rates is not later found to be materially incomplete or inaccurate by the Federal Government. In such situations the rate(s) would be subject to renegotiation at the discretion of the Federal Government.

B. ACCOUNTING CHANGES:

This Agreement is based on the accounting system purported by the organization to be in effect during the Agreement period. Changes to the method of accounting for costs which affect the amount of reimbursement resulting from the use of this Agreement require prior approval of the authorized representative of the cognizant agency. Such changes include, but are not limited to, changes in the charging of a particular type of cost from facilities and administrative to direct. Failure to obtain approval may result in cost disallowances.

C. FIXED RATES:

If a fixed rate is in this Agreement, it is based on an estimate of the costs for the period covered by the rate. When the actual costs for this period are determined, an adjustment will be made to a rate of a future year(s) to compensate for the difference between the costs used to establish the fixed rate and actual costs.

D. USE BY OTHER FEDERAL AGENCIES:

The rates in this Agreement were approved in accordance with the authority in Office of Management and Budget Circular A-21 Circular, and should be applied to grants, contracts and other agreements covered by this Circular, subject to any limitations in A above. The organization may provide copies of the Agreement to other Federal Agencies to give them early notification of the Agreement.

E. OTHER:

If any Federal contract, grant or other agreement is reimbursing facilities and administrative costs by a means other than the approved rate(s) in this Agreement, the organization should (1) credit such costs to the affected programs, and (2) apply the approved rate(s) to the appropriate base to identify the proper amount of facilities and administrative costs allocable to these programs.

BY THE INSTITUTION:

University of Georgia Research Foundation, Inc.

(INSTITUTION)

(SIGNATURE)

Tim Burgess

(NAME)

Financial Vice President and Treasurer

(TITLE)

December 23, 2008

(DATE)

ON BEHALF OF THE FEDERAL GOVERNMENT:

Department of Health and Human Services

(AGENCY)

(SIGNATURE)

Darryl Mayes

(NAME)

Director

Division of Cost Allocation

(TITLE)

December 23, 2008

(DATE) 0302

HHS REPRESENTATIVE: Arif Karim

Telephone: (202) 401-2808



ORIGINAL

COMPONENTS OF PUBLISHED FACILITIES AND ADMINISTRATIVE COST RATE

Institution:

University of Georgia

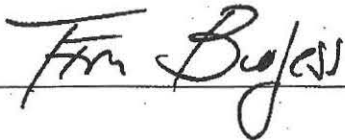
FY Covered by Rates:

July 01, 2008 - June 30, 2012

Type of Rate:

	Organized Research			Instruction		Other Spons Act	
	<u>On-Camp</u> FY '09	<u>On-Camp</u> FY '10 - 12	<u>Off-Camp</u> FY '09 - '12	<u>On-Camp</u> FY '09 - '12	<u>Off-Camp</u> FY '09 - '12	<u>On-Camp</u> FY '09 - '12	<u>Off-Camp</u> FY '09 - '12
Building - Depr/Use Allow	4.8	3.5		4.0		1.5	
Equipment - Depr/Use Allow	3.9	5.0		1.5		1.2	
Interest	0.0	0.0		0.0		0.0	
Operations & Maintenance	12.1	13.1		11.9		7.6	
Library	0.7	0.9		12.6		0.7	
Administrative Component	<u>26.0</u>	<u>26.0</u>	<u>26.0</u>	<u>26.0</u>	<u>26.0</u>	<u>26.0</u>	<u>26.0</u>
Total	<b>47.5</b>	<b>48.5</b>	<b>26.0</b>	<b>56.0</b>	<b>26.0</b>	<b>37.0</b>	<b>26.0</b>

CONCURRENCE:



Signature

Tim Burgess

Name

Financial Vice President and Treasurer

Title

December 23, 2008

Date

COMPONENTS OF THE PUBLISHED FACILITIES & ADMINISTRATIVE COST RATE

ORIGINAL

Institution:

University of Georgia

FY Covered by Rates:

July 01, 2008 - June 30, 2012

Type of Rate:

RATE COMPONENTS:

	Co-Op Ext	Ag. Exp Sta	Marine Inst.	Marine Ext.	Savannah River Lab	
	<u>On-Camp</u> FY '09 - '12	<u>On-Camp</u> FY '09 - '12	<u>On-Camp</u> FY '09 - '12	<u>On-Camp</u> FY '09 - '12	<u>On-Camp</u> FY '09	<u>On-Camp</u> FY '10 - '12
Building - Depr/Use Allow	1.1	1.8	1.0	5.1	0.0	0.0
Equipment - Depr/Use Allow	0.8	2.6	3.5	4.1	1.2	2.5
Interest	0.0	0.0	0.0	0.0	0.0	0.0
Operations & Maintenance	2.9	8.7	7.5	10.8	0.1	9.6
Library	0.0	0.3	0.0	0.0	0.0	0.0
Administrative Component	<u>21.2</u>	<u>25.6</u>	<u>26.0</u>	<u>26.0</u>	<u>15.7</u>	<u>17.9</u>
Total	<b>26.0</b>	<b>39.0</b>	<b>38.0</b>	<b>46.0</b>	<b>17.0</b>	<b>30.0</b>

CONCURRENCE:



Signature

Tim Burgess

Name

Financial Vice President and Treasurer

Title

December 23, 2008

Date

## ATTACHMENTS FORM

**Instructions:** On this form, you will attach the various files that make up your grant application. Please consult with the appropriate Agency Guidelines for more information about each needed file. Please remember that any files you attach must be in the document format and named as specified in the Guidelines.

**Important:** Please attach your files in the proper sequence. See the appropriate Agency Guidelines for details.

1) Please attach Attachment 1	Letters_of_Participation10036	Add Attachment	Delete Attachment	View Attachment
2) Please attach Attachment 2	Letters_of_Support1003664349	Add Attachment	Delete Attachment	View Attachment
3) Please attach Attachment 3		Add Attachment	Delete Attachment	View Attachment
4) Please attach Attachment 4		Add Attachment	Delete Attachment	View Attachment
5) Please attach Attachment 5		Add Attachment	Delete Attachment	View Attachment
6) Please attach Attachment 6		Add Attachment	Delete Attachment	View Attachment
7) Please attach Attachment 7		Add Attachment	Delete Attachment	View Attachment
8) Please attach Attachment 8		Add Attachment	Delete Attachment	View Attachment
9) Please attach Attachment 9		Add Attachment	Delete Attachment	View Attachment
10) Please attach Attachment 10		Add Attachment	Delete Attachment	View Attachment
11) Please attach Attachment 11		Add Attachment	Delete Attachment	View Attachment
12) Please attach Attachment 12		Add Attachment	Delete Attachment	View Attachment
13) Please attach Attachment 13		Add Attachment	Delete Attachment	View Attachment
14) Please attach Attachment 14		Add Attachment	Delete Attachment	View Attachment
15) Please attach Attachment 15		Add Attachment	Delete Attachment	View Attachment